

Listing of Claims:

Claim 1 (Currently amended): A method of providing a user computer with access to files of a network, the method comprising:

establishing a communication link from the user computer to an access control system of the network; wherein establishing a communication link includes:

receiving user identification information,

verifying demographic information for the identified user stored at the access control system and providing the communication link,

collecting demographic information from the user computer in an initial registration and access operation, storing the demographic information at the access control system and identifying it with the registered user, and providing the communication link, and

otherwise terminating the communication link and denying network access;

launching a viewer program that controls a status of the communication link;

detecting times when the user is not actively sending or receiving data from the network, and downloading ad files from the network to the user computer during such times, such that the viewer program maintains a pool of ad files at the user computer for display and performs ad pool management tasks;

periodically opening a viewer program window in which a next ad file from the ad file pool is displayed;

hiding the viewer program window after a predetermined number of ad files from the ad file

pool have been played and keeping the viewer program window hidden for a predetermined quiet interval; ~~and~~

managing the ad file pool so as to keep track of the number of times each ad file in the ad file pool has been viewed and determine when each ad file in the ad file pool should no longer be viewed;

determining ad impression viewing data corresponding to the number of times each ad file in the ad file pool has been viewed;

determining click through data corresponding to network addresses visited by the user during the viewing of an ad file;

reporting the ad impression viewing data to the access control system;

preparing a Demographic Report that summarizes the reported ad impression viewing data for multiple computer users over a current time period;

comparing an ad file having an associated demographic profile with demographic data for each of multiple registered users and identifying those registered users having demographic information that matches the demographic profile for the ad file;

identifying a time period over which the ad file should be played;

adding the ad file to a playlist for each registered computer user if the ad file is matched to the computer user demographic information and if the identified time period is available for the computer user; and

decreasing an available ad file impression number for each identified and matched computer user.

Claim 2 (Previously presented): A method as defined in claim 1, wherein managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed a predetermined number of times.

Claim 3 (Previously presented): A method as defined in claim 1, wherein managing the ad file pool includes determining that an ad file should not be viewed after the ad file has been viewed for a predetermined number of calendar days.

Claim 4 (Previously presented): A method as defined in claim 1, wherein managing the ad file pool includes discarding an oldest ad file from the ad file pool if the ad file pool size exceeds a predetermined size limit value.

Claim 5 (Previously presented): A method as defined in claim 1, wherein managing the ad file pool includes not tracking an ad file as having been viewed if the viewing of the ad file is prematurely halted before normal completion.

Claim 6 (Previously presented): A method as defined in claim 1, wherein the viewer program maintains an ad information table of a local database in the user computer.

Claim 7 (Previously presented): A method as defined in claim 1, further including periodically

performing fraud control, wherein the viewer program sends a pulse message to the access control system at predetermined intervals, and the access control system causes the communication link to the network to be severed if it fails to receive an expected pulse message.

Claim 8 (Previously presented): A method as defined in claim 7, wherein the viewer program maintains an ad information table that includes ad file information initially received from the access control system, such that the viewer program compares actual ad file information determined by the user computer with corresponding ad file information in the table, and such that the access server causes the communication link to the network to be severed if there is a discrepancy.

Claim 9 (Previously presented): A method as defined in claim 7, wherein the fraud control comprises comparing ad information in the local database with actual ad file information for the corresponding ad file, and indicating fraud if there is a discrepancy.

Claim 10 (Previously presented): A method as defined in claim 7, wherein the viewer program terminates the network connection if fraud is indicated.

Claim 11 (Previously presented): A method as defined in claim 1, wherein the access control system includes an Ad server that provides the ad files to a user, a Network Access Server that assigns a network address for an authorized user, and an Access, Authorization, and Accounting server that determines if authorization should be granted to a user.

Claim 12 (Previously presented): A method as defined in claim 1, further including:

determining ad impression viewing data corresponding to the number of times each ad file in the ad file pool has been viewed;

determining click through data corresponding to network addresses visited by the user during the viewing of an ad file; and

reporting the ad impression viewing data to the access control system.

Claim 13 (Previously presented): A method as defined in claim 1, further including storing state information for the viewing program at the user computer.

Claim 14 (Previously presented): A method as defined in claim 1, wherein the viewer program displays closed captioning information.

Claim 15 (Previously presented): A method as defined in claim 1, wherein the viewer program tracks the number of online network access sessions by the user computer.

Claim 16 (Previously presented): A method as defined in claim 1, wherein the viewer program tracks the time spent online with network access by the user computer.

Claim 17-19 (Canceled).

Claim 20 (Currently amended): A method as defined in claim 1[[9]], further including providing the Demographic Report to a computer user identified as an ad file sponsor.

Claim 21 (Currently amended): A method as defined in claim 1[[9]], wherein the Demographic Report includes demographic report fields that are selected by the computer user.

Claim 22 (Currently amended): A method as defined in claim 1[[9]], wherein providing the Demographic Report includes providing archival reports for prior time periods.

Claim 23-60 (Canceled).